

pharmaceutical

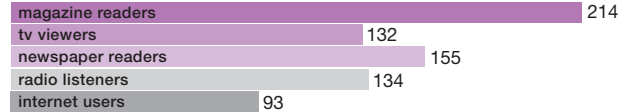


**Experts
prescribe
magazines
for positive
results.**

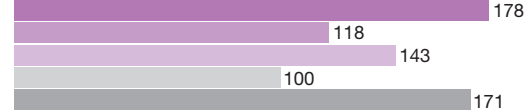
Magazines readers lead in responding to healthcare ads

Actions taken in response to healthcare advertising/compared to the general public

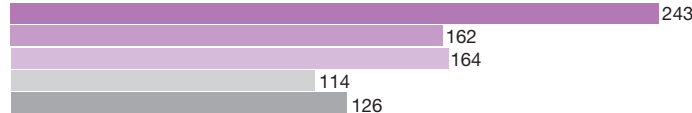
Discussed an ad with doctor



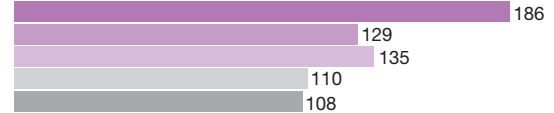
Visited any website



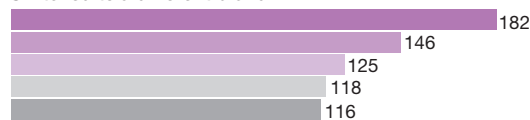
Called toll-free number to get information



Asked doctor for a product sample of prescription drug



Switched to a different brand



Base: Top Quintile of Usage for Each Medium
Source: MARS OTC/DTC Study, 2009

Magazines are a top influence for healthcare despite larger spend in tv

Top Four Media (out of 17) That Influence Medicines Purchase (by Age and Category)

	Total Adults	Age 18-24	Age 25-34
Broadcast TV	14%	Broadcast TV 14%	Broadcast TV 15%
Cable TV	8	Cable TV 11	Cable TV 10
Magazines	8	Internet Advertising 7	Magazines 8
Newspaper	7	Magazines 7	Internet Advertising 6

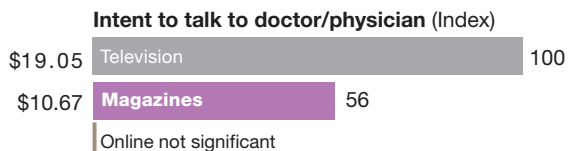
Source: BIGresearch, Simultaneous Media Usage Survey (SIMM14), 2009

Magazines excel at DTC ad recall and action taking

	DTC Ad Recall		DTC Action/Recall	
	Percent	Index	Percent	Index
Magazine Ads	50%	139	17%	155
TV Commercials	36%	100	11%	100

Source: Affinity's VISTA Service, 2007

Magazines are more efficient than tv at cost per impact



TV=100. Lower Index = Better Performance.
Aggregate of 2 studies. Source: Marketing Evolution, 2008

Magazine readers and web users most influence healthcare decisions

Super Category Influential Consumers (Index)	Magazines	Newspapers	Radio	TV	Internet
Prescription drugs	162	122	101	98	151
Healthcare	154	112	105	78	153
Healthy lifestyle	146	119	111	63	151

Base: Top Quintile of Usage for Each Medium.
Source: MRI, Spring 2009